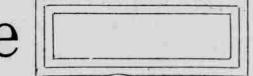


Arizona Republican's Editorial Page



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THURSDAY MORNING, OCTOBER 7, 1915

Agriculture is not alone our financial stay, but a stalwart farming population is our political and governmental bulwark—an anchor to -B. F. Harris. windward.

No Time for Hair-Splitting

Our correspondent at Clifton paints the exact situation when he likens it to a powder magazine which a spark may ignite, and it behooves every good citizen who has anything to do with this sitcation, from the governor down, to realize that this is no time for hair-splitting, legal fencing or rhetoric, but for clear-beaded, public-spirited action.

We believe that the very best thing that could happen today to save the state from the threatened disgrace of an outbreak of serious violence at Clifton would be for Mr. Mover and the other non-resident organizers of the Western Federation of Miners to leave the state, and for the mine managers, without delay, to get back on their job, with the serious purpose of trying to meet their men more than half way in an adjustment of the differences between

Moyer is like a red flag to the mine managers, and to us it seems impossible for the men to come to a satisfactory settlement with the operators while

his business to act as a mediator and not as an advocate of either side. If self-control and common sense can now be shown by all parties, we should have a prompt settlement; otherwise we may face a situation which will disgrace the state.

The Good Roads Conference

The gospel of good roads has been so thoroughly preached in Arizona that there no longer exists the necessity of making converts to the good roads proposition in general. It having been generally ecided that this state more than many others, must have an extensive and properly constructed highway system, the question resolves itself into one of operation in road building, to study the firancial side of the problem, to interchange the opinions of the experienced road builders of the state and to profit by the reports of outside experts that the Fingstaff conference for Saturday of this week bas been called.

There are so many factors to consider when county bond issues for road building are preposed that it is well for any community to give pause before lending its support to any plan or scheme calling for the expenditure of large amounts of burrowed money. The fallacy of issuing long-term bonds for abort-lived highway improvements is now generally recognized, and this explains why the best engineers are everywhere recommending only the most durable forms of road and bridge construction. The upkeep of a highway system, like that of a railroad, is in inverse proportion to its original cost. The higher the original cost, then, the more reason for long-term bonds. Another contributing factor to the assumed high cost of a satisfactory highway system for this state is the fact that many long stretches will run through territory that for many years will not be productive of traffic commensurate with the cost of the road. These roads, however, will have to be built in order that the various centers of population may all share in the use and benefits of the entire system, and this affords another reason for durable, high-class construction and deferred payments for the same.

Conferences such as that to be held in Flagstall this week by the Arizona Good Roads Association offer the good roads boosters from every part of the state an opportunity to get together and plan in an intelligent and systematic way for the proper development of Arizona's roads. Every community in the state is vitally interested in this issue, and much possible friction and interference in the future can be easily avoided, if at this early stage in our highway work the ideas and desires of all sections may be presented by their proper representatives and considered by the entire state. Proper road development, as a speaker at the recent Pan-Amerlean Road Congress said, requires careful consideration of economic conditions of a comparatively wide area. There must be a careful study made to secure a road system such as will, when completed, meet the traffic needs and for the construction of which an equitable plan for the distribution of cost has been prepared. The spasmodic and localized road improvement attempts can fit into such a scheme only by accident.

Honest Advertising Pays

Unless an article or an institution has genuine merit its life in the national advertising field is short. Advertising brings together the producer or his distributor and the consumer and it then depends upon the quality of the merchandise or the service rendered to determine whether or not the advertising pays. It is the number of repeat orders, the number of stendy customers won, that tell the

story of advertising, failure or success. So you may depend upon it that when you see some article receiving extensive advertising year after year that its merit is unquestioned.

From October 11th to 16th is to be known as International Newspaper Window Display Week in this country, and leading dealers everywhere will take advantage of the occasion to display merchandise which has become well known to the multitude through newspaper advertising.

The Arizona Republican is proud indeed of the large and steadily growing list of prominent national advertisers who use its columns. Not only a sign of the satisfactory quality and quantity of the circulation of this newspaper, it marks their approval of The Republican's policy of accepting only clean, honest advertising. Many of the large contracts now being received specify that advertisements must not appear next to, or even on the same page with, medical or other similar obnoxious advertising, a condition with which The Republican finds it easy to comply. The Republican was one of the first papers in the country to take such a decided and sweeping stand against fake advertising of all kinds, and it has never had cause to regret its action. An advertisement is known by the company it keeps, and the students of the principles governing profitable publicity have long been convinced that the effectiveness of any decent, honest advertisement is greatly impaired if it is presented to the reader in a sandwich of medical announce-

The intelligent reader of today does not object to the amount of advertising found in his newspaper, for he realizes that it is the advertising patronage that makes possible the news and feature service that he desires. He does have the right, however, and he should exercise it, of voicing his objection if the newspaper insists on thrusting foul and suggestive advertising at him.

Helping the Armenians

It is possible that Ambassador von Bernstorff will be embarrassed by the request of the state department to use his influence in behalf of the Armenians who are suffering at the hands of the Turks. He has already publicly stated that the reports of Turkish offenses against the Armenians are grossly exaggerated, and that such punishment as may have been inflicted was in the nature of reprisals for rebellious behavier.

It is to be feared that the German ambassador's sources of information were not free from bias, says the Rochester Democrat-Chronicle, Morgenthau, the American ambassador to Turkey, is in a position to obtain trustworthy information on the matter. He has urged the necessity of giving immediate aid to the Armenians. He has even submitted to Washington a plan for bringing them to the United States. Apparently the state department is not prepared to act at present upon Morgenthau's suggestion. But it is probable that its appeal to von Bernstorff was made because of Morgenthau's representations.

The American atrocities committee, of which Professor Samuel B. Dutton is chairman, claims to be reliably informed that the Armenians have nofrenzied followers of the Mohammedan faith. In view of the Armenian massacres which have occurred in the past, it is by no means improbable that these advices are correct.

There is sufficient evidence to warrant the belief that the Armenians are in a desperate plight. Women and children, if not slaughtered, are obliged to flee from their homes. Americans gave generously to the Poles, the Belgians and the Serbians in the hour of need. Americans will not be backward in aiding the Armenians when the appeal is presented in a definite and proper manner.

For some years past Phoenix has celebrated the approach of the State Fair by indulging in general "clean-up" activities. The chamber of commerce and other organizations have done what they could to arouse private interest in the work of cleaning up vacant lots, trimming trees, the razing of old shacks, tumble-down fences and so forth. This work has been so well done and the results so pleasing that each year has seen less need for any such special campaign. Phoenix today presents a clean, attractive appearance every month in the year. The miles of pavement and cement walk have made the streets uniform and have been an incentive for the property owners to give more attention to their lawns and trees.

In "Twenty Thousand Leagues Under the Sea." Jules Verne foretold many an invention now in use. Among them was the periscope, the eye of the submarine. Morgan Robertson, the sea novelist, developed the first periscope while in the employ of the United States government. Later he applied for a patent, which the courts refused, on the grounds that his invention was not original, as it was mentioned in the book of Verne's referred to. On this basis, we should think that some of our wild-eyed writers of technical fiction, so-called, have priority rights on about every thing new in the mechanical line that may be produced the next

Japan has announced that she is now ready to supply Russia with all the shells needed. It will

How much school or road tax do the mail-order houses pay in Maricopa county?

FEW RATS IN GERMANY

Owing to the very efficient method adopted for their destruction, few rats exist in Germany. soon as they appear in a building or other place, if ordinary methods fail, the police are notified of their existence, and at once an official is detailed to exterminate the rodents. So closely is the matter followed until the effort is successful that rats are seldom seen. No charge is made for the services of the official rat catcher. As a consequence there is little or no market for rat exterminators in

PROSPECTS FOR CONFERENCE COMMITTEE WILL MARKET SURVEY PLAN VALLEY MARKET SURVEY

problem, now exciting so much interest in the valley, the following correspondence from Charles J Brand, chief of the federal bureau of markets, and from J. L. Nagle general manager to the California Fruit Exchange, will be of interest. Mr. Dwight B. Heard,

President, The Arizona Republican Phoenix, Arizona.

Dear Mr. Heard: edge the receipt of your letter of committee yesterday concinded its september 20th, asking if it would second and most momentous session, be possible to co-operate with the during which it secured the promise interested parties in your Valley in of the United Produce Growers' As-I am unable to give an offhand re-possibilities, and then proceeded with the long-sought endorsement of that funds, personnel available, etc. You know that I am keenly interested and will do what I can. Please day, when it deferred action on an consider this an acknowledgement endorsement of the association, on as I can look into the matter.

As you probably know, one of my Vailey for the past two years assisting the cotton growers' association B. Heard, seconded by J. C. Norton, committee here assembled, are unaning the cotton growers' association by the delevation from the incusty agreed and would recommend around Mesa and Tempe. This year members of the delegation from the impusiv agreed and would recommend on acount of the reduced crop, he chamber of commerce, the committee and request that as early as possiwill make his headquarters in El adopted this resolution; Centro, but will do practically the came work as he has done other years for Salt River Valley.

CHARLES J. GRAND.

Sacramento, Cal., Sept. 29, 1915.

In acknowledgment of your favor of he 20th, re co-operative marketing of alifornia fruit for interstate shipment It has become more apparent each o-operative year of the necessity of a under the control of the producers for able to reduce it as in doing so we from the loading station. The time in n industry whose crops are raised at affiliated with the exchange.

Co-operation is the product of neand in order that you may have some ment whereby claims are filed against of the fruit industry, which embraces affect the sale of the fruit. the birth and the formation of our One of the most important features ent organization.

owned exclusively by fruit growers. In complete record of crops, foreign and order that we could establish with our domestic are kept; where cars are not be possible nor practical for the banks a basis of credit necessary to routed and distributed throughout the exchange to deal directly with all of the QUARANTINED IN A THEATER, handle our business, it was deemed ad- country, and through this department capital stock basis. This was done in manager is a man of exceptional ex- the industry to be handled on a more had just been concluded and incense which there were four hundred present, market for over fifteen years. He and a reorganization plan adopted on visits the eastern markets every two with the general office. the basis of \$100,000 capital stock di- years in order to acquaint himself with with the specific understanding that tions of trade. In other words, the sales never having receded from its position you are, and I won't put anyone this stock was to be sold to fruit grow- department is practically the pulse of of the year previous. It stands in the near you."-Photoplay Magazine. ers only and affiliated with the organi- the business in that it is the duty of enviable position today of having a zation, and with the further under- the manager to take advantage of ev- healthy bank balance and no liabilities tanding that not in excess of ten ery opportunity where it is possible to over and above its capital stock. It is shares could be purchased by any sell a car at a price that is satisfactory the only organization handling decidugrower or party of growers banded to- to the associations with whom he is in ous fruits on the Pacific coast that direther, thus precluding the possibility daily touch. In this way the growers rectly represents the industry in that of the control resting in the hands of know at all times the price at which it is controlled, operated and owned exa few. The stock was readily purchased their fruit is to be sold and there is no clusively by the producer, for the sole and today over \$56,000 has been sub- have to be made or prices cut under the scribed and paid up.

Since our reorganization we have said in dividends to our growers over \$350,000 divided as follows: 10 per cent palance of the profits of the season's he paid up capital, and the balance prorated on the gross sales of the individsal growers, whether they are stock-holders or not.

stockholders and about fifteen to sixteen hundred members. These members participate in a certain earning which their orchards and vineyards, or in ness and the only benefit that they do stock, which practically means nothing dustry, as no stockholder can receive more than \$100 on the basis of 10 per cent which a cashier has charge, receives more, which is gauged upon the magnitude of his business. For example, last season after putting aside the re-

ent upon the gross sales. this sum for the handling of the busi- mailed accompanying the account ness, the difference is pro rated as sales. As a rule we estimate that it above described. The 7 per cent takes approximately three weeks for a charge has been customary for years grower to receive his money from the and we have never deemed it advis- sale of fruit after it has been shipped

connection with the marketing Important Work of Stand- committee except M. C. McDougal of ulating Markets to Be troduced was that of Rudolph Kuch-Pushed -- Endorse Revis- ler, and it was adopted in the foled U. P. A. Plan

Agreeing to continue its organization and to put in some strenuous work in behalf of a marketing survey I wish today merely to acknowl- of the valley, the joint conference study of the marketing problem sociation to eliminate its mercantile

True to its attitude of last Saturmerely which will be followed up the grounds it did not cover the entire produce of the project, the complete the matter of the association, on the given on condition that the United produce Growers' Association agree to the project, the complete the conditions imposed in this resolutions. mittee yesterday pledged the associa- the conditions imposed in this resotion to broader its scope and to limit lution, which was the second in orthe whole cotton season in Salt River its strictly commercial ambitions, der of those presented: In response to a motion by Dwight

> "Resolved, that the conference committee composed of representatives from the Chamber of Commerce, the Merchants and Manufacturers' Association, the United Produce Growers' Association and the Farm Improvement Association, continue its work to have prepared in co-operation with the United States bureau of markets a comprehensive and scientific survey of the entire Salt River

under the control of the producers for able to reduce it as in done to reduce the handling and successful disposition would cause our competitors, the competitors, the competitors are proportionally the time is regulated by the with jackscrews. But in the afterspecially urgent for the protection of charge and thereby benefit those not naturally, the time is regulated by the

valley marketing problem."

speculative features have been elemi- nominal profit of 5 per cent. This at the end of the season.

essity and found an open field in the A traffic department is also maindeciduous industry in California fifteen tained by the exchange, the duties of conditions under which the industry freight and refrigeration charges, adcrete form in what was then known as where the cars are sold. The traffic the California Presh Fruit Exchange, department is in itself a claim departidea of the formation of this organiza- the railroad and car line companies for 'alifornia Fruit Exchange, I am en- rough handling causing broken pack-

of the exchange system is its efficient The California Fruit Exchange is an sales department, where markets and made up of associations of fruit grow- church now and then without burnorganization, controlled, operated and market conditions are investigated; a ers throughout the state, which asso- ing out a bearing while dressig for isable seven years after our original all telegrams are sent and received re- of associations which works out to the thirt' vaudeville houses where movacorporation, to re-incorporate on a garding the sale of fruits. The sales 907 at a meeting of fruit growers, of perience having been on the New York ided into 1,000 shares of \$100 per share conditions and benefit by new regula- and steadily since its incorporation, usher, confidentially, "just sit where misunderstanding even if allowances regular quotations in order to meet

conditions at the time of sale. From the sales department a bulletin s issued daily showing the sales of interest to the stockholders on the face fruits in every market in the country; alve of the stock; 15 per cent of the showing also the weather and market conditions; the shipments from other pusiness is set aside in a reserve fund. states and in fact this bulletin contains which today is equal to 85 per cent of all information that will be of benefit, to the grower during his shipping sea-

The exchange employs field managers whose duty it is to educate the At present we have somewhere in the growers throughout the country, solicit neighborhood of two hundred and fifty new business, answer questions regarding marketing conditions, crop conditions, instruct growers how to handle accrues from the handling of the busi- other words, these men are supposed to be traveling encyclopedias with full not receive is the 10 per cent on the knowledge of every branch of the in-

The accounting department, over but as a grower may receive \$2,000 or from the sales department daily all sales in manifest form. The debits and credits of these are prorated to each grower in proportion to his shipments. serve fund, paying 10 per cent on the account sales rendered and malled to stock, the balance amounted to 115 per the association of which the grower is a member. If the grower is indebted This earning is made possible by the to the association or the exchange, the conomic handling of the business, in exchange has been notified and any that we charge 7 per cent on the gross credits withheld until the account is ales for the handling of the growers balanced, otherwise just as soon as a fruit and as it has never amounted to credit is due a grower, a check is

All the members of the conference ardizing Crops and Reg- Phoenix and Bert Wingar of Mesa

lowing form:

"Resolved, that this conference, representing the Chamber of Commerce, the Merchants and Manufacturers' Association, the Farm Improvement Association and the United Produce Growers' Association, do hereby endorse and approve of the United Produce Growers' Association, and favor the marketing of all products of this valley through the United Produce Growers' Association, and pledge our individual and united support toward the furtherance of the objects of this resolution."

The foregoing endorsement was

"Resolved, that we, the conference ble the directors of the United Produce Growers' Association seriously consider and recommend to the corporation commission changes in the articles of incorporation as will preclude their engagement in wercantile

Stanley F. Morse, state leader of he department of agriculture, said with clean collars a little less yieldthat if the Farm Improvement Asso-ciation were to get behind the U. P. A. the latter must be a non-political time the sun gets a good hold on a organization and must be used in the interests of the entire valley.

distance. The accounting department great distance from their source of The exchange maintains a supply handles all finances and keeps a record consumption as is the case with the fruit industry in California. No argument has ever been advanced detriment whose duty it is to keep posted upon the market of all comments in a compiled form for the modities used by growers in the hand-mental to the case with the department whose duty it is to keep of all the growers accounts for the entire season; estimates an induces and keeps a record away and lies on his shoulders, causing the world to give him the brutters in a compiled form for the modities used by growers in the hand-mental to the case with the department whose duty it is to keep of all the growers accounts for the entire season; estimates an induces and keeps a record away and lies on his shoulders, causing the world to give him the brutter and the case with the department whose duty it is to keep of all the growers accounts for the entire season; estimates the average net the case with the posted upon the market of all comments and the case with the posted upon the market of all comments and the case with the posted upon the market of all comments and the case with the posted upon the market of all comments and the case with the posted upon the market of all comments are completed upon the comments are completed upon the market of a ment has ever been advanced detri-mental to the co-operative movement ling of their business. The supply demental to the co-operative movement ling of their business. The supply de-whose principles and policies are in the partment purchases supplies for its and also works up averages in com-be cleaned at home by an amateur.

change is made up of over twenty ashange is made up of over twenty as-sociations, it is ais duty to see that head and the toothpick shoe. they are all in good running order, well In one hour, Edison could invent financed and increasing their business. an enameled steel collar with a patears ago due to the unsatisfactory the manager being to investigate All correspondence to or from the excas laboring being at that time in the vise the best methods of routing cars to No loans are made without his consent stand up even when worn by a fat control of the commercial interests. Various markets, check up the railroad and no money is borrowed without his could be cleaned with a bose. He co-operative movement took on a con-California and the different markets ping season with the sales manager | year, relative to the raising and lowering of prices for fruit. The office of the mana- the styles would decline to allow us ger is under the dictation of the board to wear them. ion which later developed into the delays in transit, insufficient icing, of directors, which is made up of eleven The United States needs a larger men representing various associations standing army. We should enlist desing herewith a copy of the history ages, or for any other cause that would in the state, whose duty it is to meet seven million men, arm them well once a month and receive the report and declare a war of independence of the manager for the month previous. against the men who make the

ciations form the exchange. It would the occasion. individual growers and the formation advantage of a community and enables ig pictures are shown. economical basis than if the growers filled the house. were to come in direct communication The exchange has grown consistently

It May Be You Next

Carelessness of buyers of real property causes frequent suffering by innocent members of the family. Insist upon title guarantee and title work and supervision by us.

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18 N. First Ave.

Vest Pocket Essays

By George Fitch COLLARS.

ritant which has caused 50,000,000 women to make the same remark while watching their husbands dress-

The remark is: "Well I'm glad I'm not a man," and it always comes just after a husband has torn a coimarks, that sear and burn.

Collars are compelled by the demands of style to be white and stiff, but not waterproof. These are three of the most heartless demands ever made upon the masculine sex.

It costs the men of this nation \$100,000,000 a year in laundry bills to keep their collars white. Enough time is spent each day in struggling ing than a stove pipe, to read a summer day, it causes 40,000,000 collars to wilt like an overripe lettuce

A linen collar is so stiff in the from his base of supplies, it melts

whose principles and policies are in the partment purchases supplies for its parison with the sales of competitors. But the laundrymen bought up the The duties of the general manager funny papers and wrote so many profit forms part of the general profit are those of an overseer. As the exposes about celluloid collars that they,

> change comes under his supervision. a one-armed man in the dark, would and confers regularly during the ship- Ford couldn't sell fifty of them in

This is because the men who make

The exchange is a clearing house styles. Then maybe we could get to

man in an aisle seat, "I smell punk."
"That's all right," whispered the

purpose of regulating the business and placing the industry upon a more suc cessful basis.

Yours very truly CALIFORNIA FRUIT EXCHANGE. J. L. Nagle, General Manager



SAYFELLOW!

Are you going to assist in the chasing of Mr. Gloom? Be a Prosperity Man-be optimistic-see that he goes Monday night.